Communication

the act of transferring information from one place, person or group to another

Communication Process

Sender - Encoding - Message - Decoding - Receiver - Feedback(back to sender)
Noise interfereres with the message

Communication Terms

Source	imagines,creates and sends the message
Message	stimulus or meaning produced by the source for the audience
Channel	the way in which the message travels between the source and receiver
Recevier	the one who receives, analyzes and interprets the message.
Feedback	response of the receiver from the message (intentional or not)
Environment	the atmosphere, physical and pyschological, where an individual sends and receives message.
Noise	anything that blocks or changes the intended message of the source

Encoding- the process of turning thoughts into communication. (done by source)
Decoding- the process of turning communication into thoughts. (done by receiver)

Literacy

the ability to identify, understand, interpret, create, communicate and compute, using printed medias and written materials

a continuum of learning

Information

a broad term about processed data, knowledge, derived from study, experience, instructions, signals and symbols

Media

any physical objects used to communicate with or mass communications through physical objects.

Information Literacy

ability to recognize when information is needed, locate, evaluate and effectively communicate information.
ability to acquire relevant information and recognize essential details.

Media Literacy

the ability to access, analyze, evaluate, and create media
able to discern what information is factual, truthful and relevant.

Technology Literacy

ability of an individual to responsibly, appropriately and effectively use technological tools.
using these tools, an individual can access, manage, integrate, evaluate, create and communicate.

Pre Industrial Age(Before 1700)

Cave Paintings

Clay tablets in Mesopotamia

Papyrus in Egyp

Acta Diurna in Rome

Dibao in China

Codex in Mayans

Printing Press using wood blocks

Angono Petryoglyps

written works using ink, different tools and various objects where information is written

Industrial Age(1700-1930)

Printing Press for mass production

Newspapers (The London Gazette)

Typewriter

Telephone

Motion Picture photography/projection

Commercial Motion pictures

Telegraph

People used the power of steam and machines to manufacture various products.
Christopher Latham Sholes- father of modern typewriter
Johannes Guttenberg- created printing press

Electronic Age(1930s to 1980s)

Transistor Radio

Television

Large electronic Computer

Mainframe computers i.e IBM

OHP, LCD Projectors

harnessed the power of transistors that resulted in electronic transistors, early computers, radio etc.

New/Information Age

Web Browsers(Mosaic, Internet Explorer,)

Blogs(Blogspot)

Wordpress

Social Network

Microblogs

Video

Augmented/ Virtual Reality

Video Chat

Search Engines

Portable Computers/Smartphones

Wearable technology

Cloud and Big data

advanced communcation with the use of internet, microelectronics resulted in inventions of personal computers, cellphones etc.

Types of Medias

Printed Media	any media consisting of paper and ink, reproduced in printing processes
Broadcast Media	the distribution of audio or video via electronic mass communicaitons usually em waves. One to many model
Digital Media	content organized and distributed in digital platforms. Interactive style

Media Convergence

When different medias combined together as one

Delivery Modes of different types of media

Live Streaming	share creation or idea in real time
Webinars	room for training, seminars, lectures, discussion using online media
Infographics	imagery, minimal text for reader to have a quick overview of concepts
E-books	electronic version of books
Podcast	known as new radio